



# Data and Privacy File Guides

## **Apple Media Services: Limit Ad Tracking Information**

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**File name**      Limit Ad Tracking Information.csv

**File description**      This file contains information about the user's ad tracking preferences.

**Why Apple keeps this information**      Apple retains this information in order to ensure the user's preferences are respected and to sync the user's preferences across their devices.

| Field Name   | Details                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|--------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Status       | <p>The user's ad tracking status. This field may have one of three values:</p> <ul style="list-style-type: none"><li>• "all-devices" indicating that a user has Limit Ad Tracking enabled;</li><li>• "no-devices" indicating that the user has Limit Ad Tracking disabled;</li><li>• No value indicating that the user is new</li><li>• last-segment-access, indicating the "Created Date" is the last time that the Advertising Profiles data was synced for the user.</li></ul> |
| Created Date | Date and time on which the user last modified their preferences.                                                                                                                                                                                                                                                                                                                                                                                                                  |